

Parks & Recreation

2017

**Community Sponsorship** 

**Opportunities** 



## **Event Sponsorship Information**

#### Welcome

The City of Maple Valley would like to partner with your company this year! We have many affordable options for you to become involved with the multiple community events we produce throughout the year.

As a valued business member in this community, we would like to offer this first look at the many easy and reasonable ways to increase your company's local exposure as well as a great way of showing your community support.

In this packet you will find a short description of each event, the sponsorships available for that event and the benefits that your organization will receive. If you do not see a sponsorship level that works for you, we can also customize packages, and in-kind partnerships can be designed to meet all of your individual and corporate needs. Interested parties should contact us at the information provided below.

Thank you again for considering this opportunity to become involved in your community!



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Parks & Recreation

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# Independence Day Family Picnic & Fireworks Display

#### Tuesday, July 4, 2017

#### Lake Wilderness Park

The annual Independence Day Family Picnic, concert and fireworks display is Maple Valley's largest community event of the summer attracting over 2,500 residents to Lake Wilderness Park. There are activities for all ages including live music, food for purchase, classic picnic games and contests, interactive activities and the popular Homemade Pie Baking Contest. The event begins at 4:00pm and concludes following the 10:00pm fireworks display over Lake Wilderness.

#### **Sponsorships Available**

\$5,000 RED Title Sponsor for the event and Firework Show

All of the below plus:

Large logo included on Over-the-Street Banner for the event

Sponsor banner displayed at the main entertainment stage (banner provided on request),

Provided- an **Area to Market** your product or services, a 10x10 portable tent and table/chairs provided if requested.

5 minutes to address and welcome the public

\$1,500 BLUE Event Sponsor

All of the benefits below plus:

Smaller Logo included on **Over-the-Street Banner** for the event

Recognized during announcements at events

Provided- an **Area to Market** your product or services, a 10x10 portable tent and table/chairs will be provided if requested

#### White Event Sponsors

\$500 Main Music Stage

\$500 Game Arena

One available

\$400 Face Painting

\$300 Arts and Crafts Booth

\$250 Candy Cannon

\$250 Homemade Pie Baking Contest

One available

One available

One available

#### **Sponsorship benefits**

- Sponsor name included as in the City of Maple Valley Mayor's Welcome Speech
- Sponsor name announced several times during the event
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the event in the local Maple Valley print media
- VIP reserved parking for the event
- Sponsor banner displayed at the main entertainment stage
- ♦ Acknowledgement in Recreation Guide distributed to 11,000+ households in the city limits.
- All event sponsors will be offered the opportunity to serve as an "Official Pie Baking Contest Judge"



## **Music In The Park**

#### **Summer Concert Series**

#### July & August 2017

#### **Lake Wilderness Park**

Experience live music at Lake Wilderness Park's natural amphitheater setting; the "Best Concert Venue in the Northwest". The hugely popular concert series has become a favorite way for friends and families to spend warm summer evenings together. The Thursday evening concerts begin at 6:30pm and the Sunday afternoon "Burgers & Blues" concert begins at 5:00pm. The Music in the Park concert series consists of four concerts and promises to be outstanding. Each concert draws 600-1,000 fans.

#### **Sponsorships Available**

\$2,500 Title Sponsor of Four Concerts in the Series One Available

\$1,000 Co-Title Sponsor of Four Concerts in the Series Three Available

#### **Sponsorship Benefits**

- Sponsor name announced several times during each concert.
- Sponsor logo displayed on event posters placed throughout Maple Valley.
- Sponsor name and logo on event programs.
- Sponsor logo displayed on the City of Maple Valley's website.
- Sponsor name appearing in press releases promoting the concert series in local Maple Valley print media.
- ◆ Title and Co-Title sponsor logos displayed on an Over-the-Road Banner inside the City of Maple Valley city limits.
- VIP reserved parking and seating for each concert when requested.
- Sponsor banner displayed at the main stage during each concert. (banner provided by sponsor)
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 11,000 Maple Valley homes.

For the complete Music in the Park concert line-up please visit the City of Maple Valley's website at <a href="https://www.maplevalleywa.gov">www.maplevalleywa.gov</a>.





## Family Night Concert & Movie under the Stars

## Lake Wilderness Park Thursday, August 24, 2017

The Movie under the Stars marks the official "goodbye" to summer as we show an age-appropriate movie on a giant 80 ft. inflatable screen. The movie is selected months in advance and is always the talk of the town. This is one event the whole community comes to enjoy. This sponsorship gets you two events for the price of one! This event draws 1,200-2,000 patrons each year.

#### **Sponsorships Available**

\$1000 STAR Title Sponsor

One Available

\$500 Co-Star Event Sponsor

Three Available

#### **Sponsorship Benefits**

- Star and Co-Star sponsor's logos (size based on level) displayed on Over-the-Road Banner inside the City of Maple Valley.
- Sponsors may promote to families using a 10x10 ft. portable tent located close to the concession stand.
   Selling of product or services is not permitted during the event.
- Sponsor name announced before, during the intermission and following the conclusion of the outdoor movie and concert
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor name and logo on event programs
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the concert series in local Maple Valley print media
- VIP reserved parking for the event
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 11,000 Maple Valley homes.



6:30pm Concert 8:30pm Movie

## **Annual Kids' Festival**

Saturday, July 22, 2017 12:00pm-4:00pm Lake Wilderness Park

The annual Kids' Festival attracts over 2,500 children and adults of all ages. All activities at the Kids' Festival are absolutely free! The festival features hands on activities and crafts, children's games, interactive entertainment shows, the famous bike challenge, food for purchase, inflatable toys, water activities and much more.

#### **Sponsorships Available**

\$2,000 RED Title Sponsor	One Available
\$1,000 YELLOW Co-Sponsor	Two Available
\$1,000 BLUE Crush Slide Sponsor	One Available
\$500 Main Stage Sponsor	One Available
\$500 Model Airplane Sponsor	One Available
\$300 Dunk Tank Sponsor	One Available
\$400 Face Painting Sponsor	One Available
\$200 Sponsor Tiles 11"x22"	Three Available
\$100 Sponsor Tiles 11"x11"	Four Available

#### **Sponsorship Benefits**

- Sponsor name announced several times during the event
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor name and logo on event programs
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the festival in local Maple Valley print media
- RED,YELLOW and Blue sponsor logos displayed on Over-the-Road Banners inside the City of Maple Valley city limits
- VIP reserved parking for the event
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 11,000 Maple Valley homes.

Please note, the selling of products or services is not permitted during the festival





## **BIKE CHALLENGE and RODEO**

Saturday, June 24, 2017 10:00am-12:00am Lake Wilderness Park

This FREE bicycle race challenges children ages 5-11 to race around Lake Wilderness Park for the fastest time in their age division. Racers are required to wear a helmet to encourage safe riding habits..

Maple Valley Police will be on site to offer a Safety Rodeo. Kid's can brush up on bicycle safety skills to kick off the summer months.

#### **Sponsorships Available**

\$1000 Gold Title Sponsor One Available
\$250 Silver Sponsor Two Available
\$100 Route Sponsor Two Available
Raffle Prize Donations Unlimited

#### Kids' Festival Bike Challenge Gold Sponsor

- Name/logo listed on all City-produced marketing materials including event flyers, posters, newspaper ads
- Name/logo on City of Maple Valley website, with the option of linking to own for the duration of event
- Name listed as event sponsor in 11,000+ spring/summer recreation guides
- Name recognized from the Kids' Festival main stage during welcoming comments
- Recognition at main event entrance (1)
- Opportunity to make welcoming comments at event
- Promotional booth space (10' x 10') at the event

#### Kids' Festival Bike Challenge Route Sponsor

- Name listed as event sponsor in 11,000+ summer recreation guides mailed to all city households
- Name and Logo displayed on route signs throughout race
- Name recognized from the Kids' Festival main stage during welcoming comments
- Name included in event press releases
- Promotional booth space (10' x 10') at the event

Please note, the selling of products or services is not permitted during the festival.







## **Youth Team Sponsorships**

#### **Year Long Opportunities**

Each year more than 1400 boys and girls ages 3-16 participate in our youth sports leagues: **T-Ball** in the spring, **Pee-Wee Soccer** in the fall and **Youth Basketball** in the winter. For only \$175 youth sports sponsors can place their business logo and information on one team t-shirts. Teams practice once a week and play games each Saturday but the children wear their shirts for years afterwards creating a valuable, walking advertisement opportunity. All youth sports sponsorships make a tremendous impact on our league's success and are <u>tax deductible</u>.

#### **Sponsorships Available**

\$1,500 Title Sponsor T-Ball, Pee Wee Soccer (Sold-Thrive Comm Fitness)

\$2,500 Title Sponsor Youth Basketball League (Winter) (Sold-Pinnacle PT)

\$175 Individual Team Sponsor or two teams for \$300 or three for \$425

\*Title sponsorship includes a one-color business logo printed on the back of ALL team t-shirts (coaches and players) in the league, individual team sponsor printed on the front.

#### **Title Sponsorship Benefits**

- Sponsor logo displayed on program webpage on the City of Maple Valley's website (title sponsorship only; additional league sponsors may be added)
- Sponsor banner displayed at the field (title sponsorship only, banner provided by sponsor; additional league sponsors may be added)









# Adult Sports League Sponsorships

Don't miss the opportunity for visibility to over 80 teams with more than 1,000 adult participants living in and around the Maple Valley area. Choose from the list of options and receive **year-round advertising** for a fraction of the price.

Single League Double League Triple League \$300 \$500 \$650



Winter Volleyball

4-ON-4 Basketball

Spring Volleyball

Kickball

Coed Softball

Men's Softball

Flag Football

Fast Break Basketball

Big Ball Softball Tournament

Turkey Bowl Flag Football Tournament

#### **Sponsorship Benefits**

- Business name and logo on the sleeve of all league championship t-shirts for specified league (8-24 t-shirts depending on the sport)
- Business name and logo on City of Maple Valley website, with the option of linking to own website
- Ability to provide up to two (2) banners to be displayed at game locations throughout the season
- Ability to provide giveaways (coupons) or advertise at game locations
- Press releases announcing and promoting league sponsorship
- Name listed as League Sponsor in 11,000+ Recreation Guides mailed to all Maple Valley residents
- Name in league and standings, press releases published in local newspapers







## **Shakespeare in the Park**

#### 2 Sundays in July and August, 2017

5:00pm-7:00pm

Lake Wilderness Park Amphitheater

Estimated Attendance: 200-400 citizens

These are FREE community productions. The plays are brought to Maple Valley and produced by GreenStage. GreenStage is the longest running Shakespeare Company in Seattle and is committed to presenting top-quality productions of classical theater in a public park setting. The plays will be held in Lake Wilderness Park in the Natural Amphitheater. Beach Concessions will be available during the plays for snacks and drinks.

Sunday, July 30th, 5:00 pm - TBA

Sunday, August 13th, 5:00 pm- TBA

#### **Sponsorships Available**

\$1,200 Title Sponsor

1- Available

#### **Shakespeare Sponsorship Benefits**

- Shakespeare in the Park Sponsor name included in all promotional materials, posters and 2 street banners displayed for approx. 3-4 weeks.
- ◆ Name listed as event sponsor in the double Spring/Summer Recreation Guide going to 11,000+ homes. (commitment by 2/10/17)
- Sponsor logo displayed on the City of Maple Valley website.
- Sponsor name will appear on press releases promoting the event in the local Maple Valley/ Covington print media.
- Sponsor banner displayed at event (banner provided by sponsor).
- Sponsors may set up a 10x10 portable tent and hand out informational materials at events.







This is YOUR opportunity to Support the Sport

of Disc Golf here in Maple Valley. Fun for all ages! Youth, Adults, Seniors, Families

Course development is underway NOW! It will be a Free use, public course.

#### **HELP MAKE IT HAPPEN!**

### **Sponsorship Levels**

\$25-100 - Roller Shot Level (Initial Start Up Sponsor)

\$500 - Tomahawk Shot Level (5 year Hole Sponsor)

\$1000 - Power Shot Level (Lifetime Hole Sponsor)

#### **Sponsorship Benefits**

- Sponsor name or business name displayed at hole (for Tomahawk or Power shot)
- Sponsor name recognized on the city and Gaffney's Grove websites
- Sponsor name displayed on media releases and tournament programs
  - Please make your donation to: <u>City of Maple Valley-Disc Golf</u>
    - for updates on work party dates visit

maplevalleywa.gov\_or

Email: Gaffneys.grove.dga@gmail.com







## **Maple Valley Hometown Holidays**

#### 1st Thursday, December 2017

6:00pm-8:30pm

Four Corners—Kent-Kangley at Maple Valley Black Diamond Hwy Estimated Attendance: 1,000-2,000 citizens

This FREE community event is a Spectacular way for you to help bring the Holiday Spirit to our Maple Valley residents through celebrating the Season while promoting your business. Thousands of citizens and families come to experience the millions of twinkling lights and take part in fun festivities like: A Mayoral Official Tree Lighting Proclamation, caroling, live music performances, children's crafts, train and trolley rides, visit the lighted fire station and have a picture with Santa.

#### **Sponsorships Available**

\$1,500+ Brightest Star -Title Sponsor	
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\$850-1200 Sleigh Bell Sponsor (attractions)

\$500-800 Super Star Sponsor

\$100-200 Twinkler Sponsor

**Activity Booth Sponsor** 

2 - Available

2 - Available

6- Available

**Unlimited Available** 

Any Maple Valley Business offering a Free give-away or activity to the public

#### **Holiday Lights Sponsorship Benefits**

- Star and Bell Sponsors name included as part of the City of Maple Valley Mayor's address and announced during the event.
- Enhanced sponsor recognition on the Event Map for all sponsorships over \$500.
- Name listed as event sponsor in the Winter Recreation Guide going to 11,000+ homes. (commitment by 10/14/17)
- Sponsor logo displayed on the City of Maple Valley website.
- Sponsor name will appear on press releases promoting the event in the local Maple Valley/ Covington print media.
- Sponsor banner displayed at event (banner provided by sponsor).
- Sponsors may sell/promote merchandise with a 10x10 portable tent and hand out holiday freebies/ coupons.





